

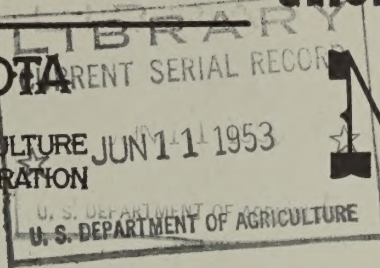
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NODAK CROP INSURANCE

FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION



NEWS

March 3, 1953

Weekly Sales Reports

Reported sales last week were 926, the highest so far since the campaign opened.

Some of the high spots were:

Wheat - Burleigh and Dunn qualified for the "100" Club

Logan, Mercer and Morton qualified for the "200" Club.

Several counties are just short of the 300 mark and Sheridan will probably hit 400 this week. 17 counties now have over 100, and 8 of those are over 200.

Flax sales are considerably slower than wheat. McLean reached the 100 goal, the 5th county to make it, out of the twelve flax counties.

Grand Forks scored its highest multiple sales total last week, and is showing an increase each week. LaMoure is in second place with a 535 total, a fine job for an "old" county. Every multiple county is showing the results of good work. When participation gets up near the 90% mark prospects are not too easy to find.

Leaders in each program for the week ending February 27th were:

<u>Wheat</u>		<u>Flax</u>		<u>Multiple</u>	
McLean	45	Stutsman	20	Grand Forks	140
Stutsman	30	Walsh	15	Richland	93
Logan	29	McLean	11	LaMoure	49
Dunn	27				
Burleigh	26				

We have now signed 85% of our 1953 budget estimate. Breaking these down by programs, 19 of the 43 wheat counties, 5 of the 12 flax counties and 4 of the 9 multiple counties have exceeded their guestimates. A number of others are very close. We will list all counties by percentage of their goals next week if time permits.

- Our goal is to get every county over 100% -

(OVER)



NODAK CROP INSURANCE

FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION

NEWS

March 10, 1953

Weekly Sales Reports

We just missed signing 1,000 applications last week with a total of 977. Do we still have enough "push" left to hit that thousand mark for each of the last three weeks?

High spots for the week:

Wheat - Burke, Cavalier and Grant qualified for the "100 Club", increasing the number of "100 Club" counties to 20.

Sheridan boosted their total to 403.

McLean and Stutsman both exceeded the 300 mark.

Total wheat sales went up to 5,031.

Flax - Stutsman also topped 300 in sales of flax applications.

Multiple - Grand Forks county still leads in total multiple sales.

Richland took second place over LaMoure, where prospects are getting scarcer every day.

Counties leading in sales for the week ending March 6th were:

<u>Wheat</u>		<u>Flax</u>		<u>Multiple</u>	
McLean	62	McLean	26	Richland	144
Ramsey	43	Stutsman	21	Grand Forks	87
Cavalier	33	Cass	17	LaMoure	33
Stutsman	29				
Burleigh	28				

21 wheat, 6 flax and 4 multiple counties have now exceeded 100% of their budget estimates.

(OVER)

Salesmen's Records

Our request of last week brought in a partial response, but about half the counties failed to list their agents' total sales to date. Some of them have cooperative agents' agreements among several people and credit all sales to the group, and some have agents who should be listed below, but were not reported. Consequently, the following list of the 10 highest reported on last week's sales reports does not cover any Cass County sales (total 519) or LaMoure County "office force" sales, (371), etc. The Sheridan County total of 403 was achieved by 26 people.

However, the following, as well as many others, deserve plenty of credit for their fine work:

August Frey, Sheridan	76	O. P. Peterson, LaMoure	57
Emil Hilken, Burleigh	76	Theo. Newmann, Grant	55
Jens Koster, Burke	60	Ole Thompson, Bottineau	53
L. A. Bopp, Sargent	60	Antone Gross, Logan	51
Jack Schindler, Sheridan	59	Hans Norby, Sargent	51

We will ask for this information again at the end of the campaign.

Publicity Activities

We have reports of many and varied letters and ads in last week's reports.

Several counties are now working on campaigns to sign up non-resident landlords. Walsh and Dickey counties used particularly good letters for that purpose.

Pembina, Sioux and LaMoure enclosed copies of newspaper ads.

LaMoure County again got out an excellent letter to producers about "Sam" who lost his farm during the drouth stricken '30's, bought another place since, and intends to hang onto that, with the possible assistance of his crop insurance policy. Cartoons keep your interest up, in the whole letter. Believe the LaMoure County cartoonist could liven up the "Nodak News."

That interest in crop insurance is much higher than formerly is shown by attendance at county-wide meetings in several of the western counties during the last few weeks. Stark County had to change their meeting place to accomodate the 115 farmers who attended, on a stormy, snowy day.

However, the individual, follow-up contacts must still be made even after successful meetings of this type.

Attention to Procedure

The FCIC State Office calls our attention this week to several matters on which we can do a better job in the county offices.

1. Transmittal of premiums when paid by deductions from ACP. Refer to General Procedure 5, Revised, Jan. 9, 1951, at the top of page 2.
2. Completion and distribution of Form FCI-20, Revised, "Collateral Assignment." Refer to General Procedure 8, Revised, March 5, 1951.

3. Not all counties have transmitted 1952 experience maps. Refer to Part I, County Actuarial Procedure, Supplement No. 1, Jan. 21, 1953, Part V for instructions. In some cases, the maps are incomplete, that is, no area lines are shown, all units are not represented by dots and some circles showing losses have been omitted. As these are to be photostated, care should be taken in their preparation.
4. Not all original copies of Forms 33, 34 and 35 have been transmitted to the State Office.

Report to Congress

Enclosed is one copy of the report of the Federal Crop Insurance to Congress for the 1952 crop year. Administrative personnel can get an excellent picture of the program from a National point of view by reading this pamphlet.

Salesmen's Meetings

Have you had your salesmen in recently for a meeting to discuss their problems and activities for the final three weeks of the campaign?

The wide variation in sales results points to the probability that some good can be gained from such meetings. The most successful salesmen usually can give the least effective some pointers; redivision of allotted territory can be discussed, etc. Farmer fieldmen and district supervisors are available for these meetings if you ask them.

THREE WEEKS LEFT

We still have three weeks in which to wind up the most successful campaign carried out in North Dakota. Many counties have done a wonderful job, some others are starting a whirlwind finish, while the rest will not have much to show for their efforts.

There is no question but that drouth conditions are a very big factor in creating the present interest in crop insurance. The person responsible for the sales campaign as well as the county committee in each county should ask themselves the following questions.

1. Have we exposed every producer to the 1953 Crop Insurance Program?
2. In counties which received an increase in coverage and reduction in rate, has every producer been forcefully notified?
3. Have you fully discharged your obligation to PMA and FCIC by conducting the best possible sales campaign?
4. Even though we sell 15,000 new contracts before March 31st, less than 40% of our farmers will have the protection to which they are entitled. If present drouth conditions continue through the growing season, we hope all of you can be satisfied that you offered every farmer in your county guaranteed protection of his cash investment in his crop. Are you going to have a clear conscience if we have a dry season?

1. That all members of the Council of the League of Nations shall be entitled to participate in the work of the Council and to be heard on any question which may be brought before it.

2. That all members of the Council of the League of Nations shall be entitled to participate in the work of the Council and to be heard on any question which may be brought before it.

ARTICLE 10

1. The Council of the League of Nations shall have the right to call upon the members of the League to furnish it with information on any subject which may be brought before it.

2. The Council of the League of Nations shall have the right to call upon the members of the League to furnish it with information on any subject which may be brought before it.

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ARTICLE 11

1. The Council of the League of Nations shall have the right to call upon the members of the League to furnish it with information on any subject which may be brought before it.

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4. The Council of the League of Nations shall have the right to call upon the members of the League to furnish it with information on any subject which may be brought before it.

5. The Council of the League of Nations shall have the right to call upon the members of the League to furnish it with information on any subject which may be brought before it.

SUMMARY OF WEEKLY SALES REPORTS
WHEAT

Week ending March 6, 1953

County	No. Sales for Week	Units Covered	No. of Contacts for Week	Total Sales To Date	Total Units To Date
BENSON	15	24	55	71	124
BILLINGS	2	2	5	60	82
BOTTINEAU	11	18	17	145	219
BOWMAN	No Report			1	1
BURKE	27	50	45	125	202
BURLEIGH	28	49	70	140	233
CASS	12	13	30	268	354
CAVALIER	33	44	170	131	181
DIVIDE	3	8	44	13	25
DUNN	9	12	35	127	186
EDDY	1	2	4	67	75
EMMONS	0	0	-	265	376
FOSTER	2	4	23	28	39
G. VALLEY	1	1	18	9	14
GRANT	14	18	14	110	152
GRIGGS	4	4	16	16	17
HETTINGER	28	40	40	88	146
KIDDER	5	7	20	76	113
LOGAN	5	10	25	222	395
MC HENRY	1	2	1	56	95
MC INTOSH	9	16	-	90	154
MC KENZIE	13	20	-	169	225
MC LEAN	62	126	100	356	753
MERCER	18	25	57	221	359
MORTON	14	20	32	218	289
MOUNTRAIL	1	2	15	74	145
NELSON	17	23	34	34	48
OLIVER	7	12	21	50	64
PEMBINA	11	16	27	125	176
RAMSEY	43	54	186	93	118
RENVILLE	5	7	20	45	63
ROLETTE	4	7	10	132	187
SHERIDAN	12	15	15	403	563
SIOUX	1	2	8	5	8
SLOPE	7	7	27	25	28
STARK	4	4	18	88	117
STUTSMAN	29	42	61	301	495
TOWNER	6	8	8	43	68
TRAILL	10	13	25	42	52
WALSH	19	26	51	148	187
WARD	23	36	53	76	122
WELLS	7	11	24	117	163
WILLIAMS	17	28	55	158	285
TOTAL	540	828	1479	5031	7694

SUMMARY OF WEEKLY SALES REPORTS
FLAX

Week ending March 6, 1953

County	No. Sales for Week	Units Covered	No. of Contacts for Week	Total Sales To Date	Total Units To Date
BENSON	7	14	-	30	57
BOTTINEAU	2	3	7	13	19
CASS	17	19	30	251	347
EDDY	0	0	3	78	106
MC LEAN	26	30	100	135	187
NELSON	4	4	34	9	10
PEMBINA	1	1	27	120	174
RAMSEY	2	2	186	8	11
STUTSMAN	21	33	61	317	478
TRAILL	4	7	25	54	69
WALSH	11	14	47	173	225
WARD	4	6	53	32	50
TOTAL	99	133	573	1220	1733

MULTIPLE

BARNES	21	30	25	156	208
DICKEY	5	5	9	78	79
GRAND FORKS	87	134	201	860	1233
LA MOURE	33	42	46	569	826
PIERCE	13	22	34	85	125
RANSOM	9	9	10	107	130
RICHLAND	144	191	225	597	845
SARGENT	20	31	40	111	163
STEELE	6	7	17	54	60
TOTAL	338	471	607	2617	3669

TOTAL

WHEAT	540	828	1479	5031	7694
FLAX	99	133	573	1220	1733
MULTIPLE	338	471	607	2617	3669
	977	1,432	2,659	8,868	13,096

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Reserve



NODAK CROP INSURANCE

FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION

LIBRARY
CURRENT SERIAL RECORD

MAY 8 1953

NEWS

March 17, 1953

Weekly Sales Reports

Congratulations, folks, you passed the first of our 1953 goals!

Total sales mounted to 10,269.

Sales for the week totaled 1,394, first week to exceed 1,000. High spots for the week:

Wheat - Hettinger, McIntosh, Ramsey, Stark and Ward all qualified for the "100 Club" bringing the total to 25, well over half of our 43 wheat counties.

McKenzie is the 9th county to reach 200.

Cass is the 4th county to reach 300.

Sheridan is the only 400 county so far, but McLean and Stutsman are close to it.

Flax - Walsh went over the 200 mark last week.

Multiple - Grand Forks with their largest weekly total of 151 now has 1,011 applications. Their total wheat and flax contracts in 1952 were 930.

Leading counties in sales last week were:

<u>Wheat</u>		<u>Flax</u>		<u>Multiple</u>	
Stutsman	72	Stutsman	57	Grand Forks	151
Ward	68	Walsh	36	Richland	146
Cavalier	56	Cass	32	LaMoure	29
Hettinger	45				
Ramsey	44				

Publicity Activities

Bottineau County forwarded a form letter with a full-page summary of "What Every Farmer Should Know About Federal Crop Insurance" and a sheet to be returned to the county office if interested. Pierce, Mountrail, Burleigh, Divide, Foster, Kidder, Morton, Pembina, Sioux, Dickey and Richland all reported letters and cards mailed to prospects.

Benson, Foster, McKenzie, Oliver, Pembina, Traill and Wells enclosed copies of newspaper ads.

Griggs enclosed a very good ad sponsored by 12 local business men.

Oliver has been running a weekly series of two column ads which should be effective. Last week's reads as follows:

"MR. FARMER

"Have you really given serious thought to this matter of crop insurance, enough to find out just what it does offer in the way of financial protection in your farming operations? You owe it to yourself to at least find out the facts. The way to do that is to come to the County P.M.A. Office and talk it over. You may be pleased to learn about quality insurance, for example. What does it mean? Well, we would like the opportunity to explain that feature. In order to collect on a crop loss do I have to harvest the entire seeded acreage? We could explain that also. Do you know about the various discounts? Well, there are quite a few points to get posted on and the place to obtain it is direct from one of your committeemen or office personnel.

"March 31st is the deadline date for signing applications.

HOW ABOUT IT?"

Numerous news articles have been published.

We asked LaMoure County to run off enough copies of their cartoon letter to be attached to the "Nodak News." We didn't think we could do justice to Sam's facial expressions. It is attached.

Suggested "Handbill"

Attached is a crude copy of a poster which we suggest that you take to your printer to have printed on 9 x 12 colored dodger paper to be mailed to your list of uninsured farmers.

It is now time to emphasize the March 31st closing date and we believe something like this will get more attention than a regular letter. The expense of printing should not be much more than a letter. One of the "Don't Count Sheep" mats is enclosed. If you can improve on the written part of the ad or have any better ideas of your own, use them. Your printer can set up the copy to make an attractive handbill out of it. Enough extra copies could be ordered to give each agent a few for posting in elevators, etc.

Multiple counties can use the county average percentage figure of cost instead of the dollars and cents. Flax counties can add information to cover the flax program.

If you have already sent out deadline information you think sufficient, you can disregard this.

News Release

Following is a news release we sent to the Associated Press on Friday. You may wish to use it in your local paper with a story on your county activities.

**"NORTH DAKOTA LEADS NATION
IN CROP INSURANCE SALES**

"The signing of 10,000 applications during the past three months for 1953 wheat, flax and multiple crop insurance policies brings the total number of farmers insured under the Federal Crop Insurance Program to approximately 40,000. This is the largest number of small grain farmers insured in any state in the country.

"The maximum liability assumed by the Corporation for 1953 in North Dakota will be increased from \$48,000,000 to over \$65,000,000; thus assuring that the income from small grain on these 40,000 farms will not be less than the latter amount.

"It is expected that several thousand additional applications will be filed in county PMA offices throughout the State before March 31st, the final date for accepting applications for 1953."

Radio Programs

We could make more use of the radio than we have so far. Some counties have used it effectively in the past. Richland County is using a "package deal" of spot announcements for the last few days of the campaign.

Where your county agent has regular radio time, he is usually willing to cooperate with you.

Give some thought to radio use for the last week or so if you have available radio facilities. "Sales Talk" contains several radio scripts which can be adapted to your use.

Let's not overlook any opportunity during these last two weeks to get every application possible. Salesmen should look over their copies of Agent's reports and call back on the prospects who wanted more time to think it over.

Procedure

Many applications are being forwarded to the State Office without the signature of a county committeeman. Please check your transmittals carefully.

Applications of joint owners or operators must be on separate applications. Procedure states "In all cases except where the applicant is a partnership, each interested person must file a separate application. Partnerships must be so designated on the application.

* * * * *

12 - DAYS TO GO - 12

SUGGESTED HANDBILL

MAT

Don't Count
Sheep

WILL YOUR INVESTMENT IN YOUR WHEAT CROP BE PROTECTED IN 1953?

TUESDAY, MARCH 31ST, IS THE LAST DAY TO MAKE APPLICATION
FOR CROP INSURANCE

WHAT IT COSTS:

Maximum premium rate is \$ _____
per acre. Size of acreage and
cash discounts will reduce this
figure.

WHAT IT DOES:

Protects you against crop damage
from all natural causes. The
contract guarantees you a speci-
fied return per acre. When the
crop fails to produce the coverage
you collect enough to bring your
crop return up to the guaranteed
production.

PROTECT YOUR INVESTMENT:

You have an investment in every
acre of wheat you plant. Can you
afford to let this investment go
unprotected? When your crop is
lost.....your time and money are
lost too. Federal All-Risk insurance
guarantees you against loss of your
investment from any natural hazard.
Your premium payment terms are
reasonable too, and can be paid any
time during 1953.

BE SURE INSURE

You don't have to gamble and worry
any longer about what Hail.....
Drouth..... Grasshoppers.....
Rust.....Wind.....Fire.....
or any other trick of nature will
do to your crop.

Why risk a year's investment and
labor in a crop?

BE SURE - INSURE WITH FEDERAL CROP
INSURANCE.

HOW TO GET IT:

You can obtain Federal Crop Insurance
from your county Production and
Marketing Administration Office in
_____, or from any of the
following agents:

BUT YOU MUST SEE THEM NOT LATER THAN
MARCH 31st.

* * * * *

SUMMARY OF WEEKLY SALES REPORTS

WHEAT

Week ending March 13, 1953

County	No. Sales for Week	Units Covered	No. of Contacts for Week	Total Sales To Date	Total Units To Date
BENSON	13	30	49	84	174
BILLINGS	2	2	3	62	84
BOTTINEAU	26	47	32	171	266
BOWMAN	No Report			1	1
BURKE	22	31	47	147	233
BURLEIGH	24	39	70	164	272
CASS	37	53	55	305	407
CAVALIER	56	83	254	187	264
DIVIDE	5	13	46	18	38
DUNN	9	14	-	135	200
EDDY	2	2	4	69	77
EMMONS	21	63	30	286	440
FOSTER	14	19	44	42	58
G. VALLEY	No Report			9	14
GRANT	0	0	0	110	152
GRIGGS	24	27	40	40	44
HETTINGER	45	60	75	133	206
KIDDER	15	26	36	91	139
LOGAN	No Report			222	395
MC HENRY	3	6	3	59	101
MC INTOSH	25	45	-	115	119
MC KENZIE	23	30	-	201	255
MC LEAN	13	28	39	369	781
MERCER	20	30	50	241	389
MORTON	16	20	31	232	309
MOUNTRAIL	11	28	26	86	173
NELSON	12	18	39	46	66
OLIVER	6	9	75	56	73
PEMBINA	7	11	54	132	187
RAMSEY	44	61	218	137	179
RENVILLE	14	24	30	59	87
ROLETTE	5	6	15	137	193
SHERIDAN	13	16	16	416	579
SIOUX	2	3	10	7	10
SLOPE	8	9	31	33	37
STARK	15	25	50	103	142
STUTSMAN	72	101	152	373	596
TOWNER	8	11	15	51	79
TRAILL	9	10	20	51	62
WALSH	41	44	47	189	231
WARD	68	126	68	144	248
WELLS	12	18	41	129	181
WILLIAMS	34	67	50	192	352
TOTAL	796	1,255	1,865	5,834	8,893

SUMMARY OF WEEKLY SALES REPORTS

FLAX Week ending March 13, 1953

County	No. Sales for Week	Units Covered	No. of Contacts for Week	Total Sales To Date	Total Units To Date
BENSON	9	20	49	39	77
BOTTINEAU	4	6	3	17	25
CASS	32	51	55	283	398
EDDY	1	1	6	79	107
MC LEAN	5	10	39	140	197
NELSON	0	0	39	9	10
PEMBINA	2	2	12	122	176
RAMSEY	2	2	218	10	13
STUTSMAN	57	74	152	374	552
TRAILL	9	10	20	63	79
WALSH	36	38	45	209	263
WARD	26	49	50	58	99
TOTAL	183	263	688	1403	1996

MULTIPLE

BARNES	17	19	20	173	227
DICKEY	17	17	25	95	96
GRAND FORKS	151	218	315	1011	1451
LA MOURE	29	34	35	598	860
PIERCE	14	26	33	99	151
RANSOM	9	11	11	116	141
RICHLAND	146	184	227	743	1029
SARGENT	20	28	41	131	191
STEELE	27	32	49	81	92
TOTAL	430	569	756	3047	4238

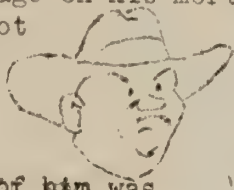
TOTAL

WHEAT	796	1255	1865	5834	8893
FLAX	183	263	688	1403	1996
MULTIPLE	430	569	756	3047	4238
	1409	2087	3309	10284	15127

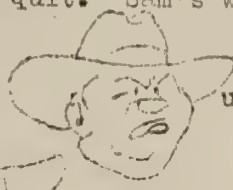
One of your old neighbors was in the other day and talked over his 1953 crop insurance. You remember Sam?



used to live down the road a couple of miles. The place with the big white barn. Sam lost that place during the drought stricken '0's, kept putting seed in the ground and not getting it back, finally with debts piling on debts the "Frazier Lemke Bill" didn't save him and when he couldn't get a mortgage on his mortgage, Sam quit. Sam's wife says every day it didn't rain, he got

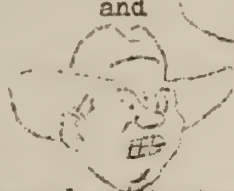


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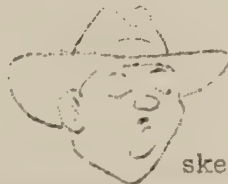


until her ten year

impression of him was



Sam moved and rented that place close to town. By good management and bumper crops, he now owns it and doesn't care to lose it. A year ago when we talked Multiple Crop Insurance he was pretty



skeptical, but as we pointed out the different aspect, crop insurance took on a new meaning to him and he was finally sold on the idea. Last summer it didn't rain; rust ruined his durum crop and hail finished his harvest he could still



because he knew that his income was assured by a "MULTIPLE CROP POLICY."

Now "All-Risk Sam" has a message for you. "If you want to guarantee your income for this year, you have only until March 31 to contact the La Moure County PMA Office. Why not go down there and discuss your insurance possibilities with



James King
James King, Secretary
La Moure County PMA Office

REMEMBER. NO APPLICATIONS ACCEPTED AFTER MARCH 31, 1953.

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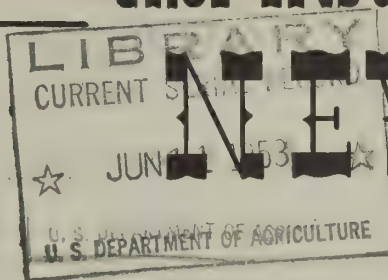


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CROP INSURANCE

FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION



NEWS

March 24, 1953

Weekly Sales Reports

LAST WEEK'S RECORD SHATTERED!

Last week's sales added up to 1826 for a total of 12,106. Our sights are still set on a total of 15,000 and last week's reports show it is still possible.

We ask that every county committee put in as much time as possible on crop insurance up to March 31st. The individual in charge of crop insurance in each county should personally check on each of his salesmen, urging them to put in their best efforts during these last few days. We should use every possible means to tell the crop insurance story to every farmer in every county.

High spots for the week:

- Wheat - Cavalier breaks record for sales in one week - 112. Kidder and Mountrail joined the "100 Club". Bottineau, Cavalier, Walsh, Ward and Williams all exceeded 200 by generous margins. McLean and Stutsman both cracked 400. Stutsman took the lead with 446 over Sheridan with 441, for the first time since the campaign started.
- Flax - Stutsman went past the 400 marker with 47 and Cass cracked the 300 post with 76.
- Multiple - Dickey and Pierce qualified for the "100 Club". Barnes hit the 200 mark. LaMoure now exceeds 600.

Richland reported the highest multiple sales for any week this year with 178.

Leading counties in sales last week were:

<u>Wheat</u>		<u>Flax</u>		<u>Multiple</u>	
Cavalier	112	Cass	76	Richland	178
Walsh	79	Walsh	54	Grand Forks	125
Ward	79	Stutsman	47	LaMoure	50
Stutsman	73	McLean	25	Barnes	35
Cass	69	Ward	23	Sargent	20

Big Five in total contracts in force including sales to March 20, 1953:

Stutsman	2599
Cass	2176
Barnes	2027
Walsh	1970
Traill	1562

Publicity Activities

Ads, posters and newspaper articles came in by the dozens this week, too many to list individually. Traill County published a large ad and had a poster printed showing the areas on a county map and giving coverage and premium rate for each area. McKenzie sent in a copy of the "Don't Count Sheep" poster suggested in the "Nodak News" last week. Many counties ran deadline date stories in their local newspapers. Thousands of letters and pamphlets were mailed.

Continued publicity should be given to the closing date.

Transmittal of Procedure

Two copies of General Procedure 5, "Collection of Amounts Due the Federal Crop Insurance Corporation", Revised February 9, 1953, are enclosed.

This procedure should be carefully studied, as many counties have been lax in carrying out several of its provisions.

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SUMMARY OF WEEKLY SALES REPORTS

WHEAT

Week ending March 20, 1953

County	No. Sales for Week	Units Covered	No. of Contacts for Week	Total Sales To Date	Total Units To Date
BENSON	No Report			85	174
BILLINGS	4	4	5	66	88
BOTTINEAU	37	57	53	208	323
BOWMAN	5	7	42	6	8
EURKE	25	40	40	172	273
HURLEIGH	6	7	20	170	279
CASS	69	98	120	374	505
CAVALIER	112	150	350	299	414
DIVIDE	15	22	70	33	60
DUNN	11	12	14	146	212
EDDY	4	6	7	73	83
EMMONS	10	14	50	296	454
FOSTER	24	31	60	66	89
G. VALLEY	10	13	25	23	28
GRANT	10	14	10	120	166
GRIGGS	18	20	44	58	64
HETTINGER	41	46	90	152	252
KIDDER	25	39	58	116	178
LOGAN	18	32	33	255	458
MC HENRY	2	4	2	61	105
MC INTOSH	19	33	-	134	231
MC KENZIE	16	25	-	210	280
MC LEAN	40	87	81	409	868
MERCER	21	32	38	262	421
MORTON	27	30	43	261	339
MOUNTRAIL	22	49	75	108	222
NELSON	12	15	53	58	81
OLIVER	6	6	67	62	79
PEMBINA	15	17	90	147	204
RAMSEY	48	62	160	185	241
RENVILLE	23	34	40	84	124
ROLETTE	8	11	16	145	204
SHERIDAN	25	27	27	441	606
SIOUX	1	2	11	8	12
SLOPE	21	23	65	54	60
STARK	46	58	93	149	200
STUTSMAN	73	103	146	446	699
TOWNER	9	15	19	60	94
TRAILL	4	6	20	55	68
WALSH	79	116	97	268	347
WARD	79	113	107	223	361
WELLS	22	35	64	151	216
WILLIAMS	57	88	75	249	440
TOTAL	1,119	1,603	2,480	6,948	10,610

SUMMARY OF WEEKLY SALES REPORTS

FLAX

Week ending March 20, 1953

County	No. Sales for Week	Units Covered	No. of Contacts for Week	Total Sales To Date	Total Units To Date
BENSON	No Report			39	77
BOTTINEAU	5	14	9	22	39
CASS	76	109	120	359	507
EDDY	6	8	9	85	115
MC LEAN	25	32	81	166	229
NELSON	4	5	53	13	15
PEMBINA	6	7	25	128	183
RAMSEY	5	7	160	15	20
STUTSMAN	47	64	146	421	616
TRAILL	5	6	20	68	85
WALSH	54	80	97	263	343
WARD	23	42	107	81	141
TOTAL	256	374	827	1,660	2,370

MULTIPLE

BARNES	35	44	40	208	271
DICKEY	15	15	21	110	111
GRAND FORKS	125	186	317	1,136	1,639
LA MOURE	50	61	65	648	871
PIERCE	7	11	29	106	162
RANSOM	8	9	8	124	150
RICHLAND	178	252	243	921	1,281
SARGENT	20	26	35	151	226
STEELE	13	14	31	94	106
TOTAL	451	618	789	3,498	4,817

TOTAL

WHEAT	1,119	1,603	2,480	6,948	10,610
FLAX	256	374	827	1,660	2,370
MULTIPLE	451	618	789	3,498	4,817
	1,826	2,595	4,096	12,106	17,797

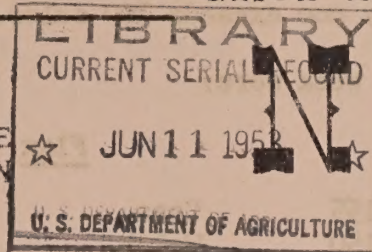
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NODAK CROP INSURANCE

FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION



NEWS

March 31, 1953

15,000 APPLICATION GOAL EXCEEDED

ALL PREVIOUS WEEKLY RECORDS IN THIS CAMPAIGN BROKEN!

Last week's sales of 3,078, with three counties not reporting brought our total up to 15,184. This is 63% over our budget estimate of 9,287, with two big days to go. The State Office betting is now on a 17,500 total. Will we make it? Tune in next week for the final installment.

Some remarkable records were made last week. Cass County reported 302 wheat and flax applications. In a 40 hour working week, that's an average of $7\frac{1}{2}$ applications per hour. Cass County's present total of 1,035 was made by the three county committeemen, the secretary and his assistant who all worked jointly on sales during the entire period.

Five counties reported over 100 wheat sales, two counties over 100 flax sales, while Richland and Grand Forks had 293 and 235 multiple applications respectively.

Such good work has been done by so many counties that it is very difficult to classify the efforts made. After this week's final reports are in we will try to evaluate the campaign.

High spots for the week:

Wheat - Six more counties reported over 100 sales each. Benson, Eddy, Griggs, McHenry, Renville and Traill brought the total number of counties exceeding 100 applications to 33. The addition of Burke, Ramsey and Stark brings the number of "200" counties to 17.

McKenzie, Morton and Williams have over 300, while Sheridan, Stutsman and Walsh are over 400. Cass and McLean both exceeded the 500 mark.

Flax - Cass is the first county to get 500 flax applications with Stutsman a close second - 441. Walsh had a big week - 108 - to bring their total to 371 for third place.

Multiple - Richland led again last week with 293 to bring their total up to 1,214, but Grand Forks' 235 kept them well in the lead with a 1,371 total. LaMoure increased theirs to 710. Every multiple county now exceeds 100 sales.

Leading counties last week were:

<u>Wheat</u>		<u>Flax</u>		<u>Multiple</u>	
Cass	155	Cass	147	Richland	293
Walsh	150	Walsh	108	Grand Forks	235
McLean	112	McLean	55	LaMoure	62
Ramsey	103	Traill	44	Steele	42
Williams	103	Ward	25	Dickey	39

Final Report

Please make up your final report not later than Friday, April 3rd, and mail it to reach this office on or before Monday, April 6th. This should give sufficient time to include any applications received by mail postmarked March 31st. On your final report, list all salesmen and number of sales made by each one.

Procedure Notes

The Crop Insurance Office states that Forms FCI-20 "Collateral Assignment" are not all properly prepared and especially improperly distributed. Check your procedure on your next transmittal.

The next order of procedure will be acreage reports. Now is the time to check your supply of Forms FCI-219 and send in your orders. A number of counties have already started work on acreage report headings.

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SUMMARY OF WEEKLY SALES REPORTS

WHEAT Week ending March 27, 1953

County	No. Sales for Week	Units Covered	No. of Contacts for Week	Total Sales To Date	Total Units To Date
BENSON	39	117	-	123	291
BILLINGS	7	14	10	73	102
BOTTINEAU	40	77	67	248	400
BOWMAN	7	15	51	12	22
BURKE	35	66	75	207	339
BURLEIGH	23	38	45	193	317
CASS	155	195	230	529	700
CAVALIER	No Report			299	414
DIVIDE	14	30	34	47	90
DUNN	29	51	-	177	263
EDDY	29	55	34	102	138
EMMONS	No Report			296	454
FOSTER	25	36	42	91	125
G. VALLEY	23	34	25	44	76
GRANT	26	38	35	148	204
CRIGGS	83	83	124	141	141
HETTINGER	41	66	156	193	318
KIDDER	No Report			116	178
LOGAN	41	65	60	296	523
MC HENRY	45	66	47	106	171
MC INTOSH	55	93	-	189	324
MC KENZIE	90	125	-	300	405
MC LEAN	112	263	200	521	1131
MERCER	22	38	42	284	459
MORTON	49	55	90	310	394
MOUNTRAIL	19	28	93	127	250
NELSON	34	45	63	92	126
OLIVER	12	18	40	74	97
PEMBINA	52	73	97	199	277
RAMSEY	103	148	143	288	389
RENVILLE	19	39	40	103	163
ROLETTE	10	22	30	155	226
SHERIDAN	31	37	34	472	643
SIOUX	4	8	13	12	20
SLOPE	30	47	96	84	107
STARK	71	93	106	220	293
STUTSMAN	40	46	62	486	745
TOWNER	11	17	20	71	111
TRAILL	34	41	80	102	126
WALSH	150	198	159	418	545
WARD	66	105	110	289	466
WELLS	40	58	83	191	274
WILLIAMS	103	177	125	352	617
TOTAL	1819	2820	2761	8780	13454

SUMMARY OF WEEKLY SALES REPORTS

FLAX Week ending March 27, 1953

County	No. Sales for Week	Units Covered	No. of Contacts for Week	Total Sales To Date	Total Units To Date
BENSON	22	45	-	61	122
BOTTINEAU	2	4	3	24	43
CASS	147	196	230	506	713
EDDY	21	40	35	106	155
MC LEAN	55	70	200	221	291
NELSON	2	2	63	15	17
PEMBINA	6	8	36	134	191
RAMSEY	24	38	143	39	58
STUTSMAN	20	23	62	441	639
TRAILL	44	54	80	99	122
WALSH	108	141	136	371	484
WARD	25	42	110	106	183
TOTAL	476	663	1098	2123	3018

MULTIPLE

BARNES	38	51	40	246	322
DICKEY	39	42	45	149	143
GRAND FORKS	235	326	300	1371	1965
LA MOURE	62	77	73	710	886
PIERCE	14	19	38	120	181
RANSOM	28	32	32	152	182
RICHLAND	293	414	373	1214	1695
SARGENT	32	43	43	183	269
STEELE	42	56	52	136	162
TOTAL	783	1060	996	4281	5805

TOTAL

WHEAT	1819	2820	2761	8780	13454
FLAX	476	663	1098	2123	3018
MULTIPLE	783	1060	996	4281	5805
	3078	4543	4855	15184	22277